Summary of Price Increase Terms

6/20/88

	Price Increase	Terms
PM –	Full Price – 2.00 Carnendge / Alpine – 2.50 Players 25 – 1.60	1) Credit memo for an average week (6HM Nov 87 – Apr 88) during the period 6/20-6/30 2) Credit memo for an additional week in July
RJR –	Century – 1.60 Doral / Magna – 2.50 Full Price – 2.00	6/20-6/24 – 195% of an average week (3HM MAR 88 – MAY 88) on 91% of their business 110% on 9% of their business 6/27-6/30 – Same as above.
B+W	Falcon / Richland 20's – 2.50 Richland 25's – 1.60 Generics – 2.75 Full Price – 2.00	6/20-6/24 – 1.75% of an average week (6HM Nov 87 – Apr 88) except generics. 6/27-6/30 Same as above
American	2.00 all brands 2.50 American Lights	6/20-6/24 Credit memo for one average week 6/27-6/30 – same
Rowland	2.00 all brands	6/20-6/24 150% of an average week 6/27-6/30 same
Liggett –	2.00 Full Price 2.75 Generics 1.33 L+M 30's	unlimited

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Source: https://www.industrydocuments.ucsf.edu/docs/zzdj0004